

Dear Chairman Genachowski:

Children should be able to play (and even watch tv) in their own homes without being manipulated by advertising. When a television show hides the ads in the content, it is even more difficult for a child to say (if he's been trained) "that's just an ad" and (try) to ignore it. American children should not be treated as "consumers" or (especially) "suckers." Our future depends on them, and their creativity and desires for fulfillment should not be perverted by ads and the misapprehension that consumerism is the way to happiness and fulfillment. Besides creating empty-headed and sad-hearted human beings, consumerism destroys our environment and gives big companies even more money to further create consumers and destroyers.

Therefore, I urge the FCC to rule that the Nicktoon's program, Zevo-3, violates the Children's Television Act. This upcoming programming is a commercial for Sketchers' shoes. Featuring three spokescharacters that represent shoes made by the Sketchers brand, the show violates both commercial time limits and the FCC's policies on host-selling.

I urge you to stop Nicktoon's Zevo-3 from airing.

Sincerely,

Dr. Dana Cairns Watson